

KIRSHENBAUM & BOND

January 10, 1991

Ms. Elizabeth Butson
PHILIP MORRIS USA
120 Park Avenue
New York, NY 10017

Dear Ms. Butson:

We are happy to announce that we have recently become the agency for the \$10 million Hennessy Cognac account. We bested such highly regarded creative agencies as Ayer; Ammirati & Puris; Levine Huntley Schmidt & Beaver; Scali McCabe Sloves; and Hal Riney & Partners.

Schieffelin & Somerset, the importer of Hennessy, selected us for our combination of outstanding cutting-edge creativity and solid marketing thinking.

In these highly competitive times, you need an agency that can make your budget appear to be several times what it really is. K&B can put a fresh focus on your products and services to help you stand apart from competition and attain greater sales.

If you'd like to see some of our current work and explore future possibilities of our working together, please call me.

Sincerely,



Kenneth A. Glaser

Please review
+ 1/10/91 J.T.

ph set up
2000
coordination
with [signature]

2041334217

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New York
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